

VIEW Report

11/2/2016 12:27PM

Davis for State Senate Non Pre-empt Nov 2016 DAVISCOM2 REV

Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD

Client:

Buyer:

Advertiser:

Product:

Lengths: 30

Sched Dates: 11/2/16 - 11/7/16

All-Wks Avrg

		Notes	Rate \$\$.00	Unit/ Wk	Unit Tot	Wk 1					Wk 1 11/7 '16	
						Households						
						Prog Name	Rtg	Imp	CPP \$\$	Rch %		Freq
Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD			\$457.00		9		0.9	4943	\$54	6.4%	1.3	9
5556, ABTR- Troy			\$457.00		9		0.9	4943	\$54	6.4%	1.3	9
CNN -TV			\$188.00		3		0.8	1498	\$75	2.0%	1.3	3
M 5a-10a			\$66.00	1	1	NEW DAY<	0.7	416	\$94	0.7%	1.0	1
M 10a-6p			\$53.00	1	1	VARIOUS	1.1	667	\$48	1.1%	1.0	1
M 6p-12m			\$69.00	1	1	VARIOUS	0.7	416	\$99	0.7%	1.0	1
FXNC-TV			\$195.00		3		1.2	2142	\$53	2.8%	1.3	3
M 5a-10a			\$69.00	1	1	FOX AND FRIEND<	0.8	451	\$86	0.8%	1.0	1
M 10a-6p			\$50.00	1	1	VARIOUS	1.4	812	\$36	1.4%	1.0	1
M 6p-12m			\$76.00	1	1	VARIOUS	1.5	880	\$51	1.5%	1.0	1
TWNA-TV			\$74.00		3		0.7	1302	\$34	1.7%	1.3	3
M 5a-10a			\$37.00	1	1	CAPITAL NEWS 9<	0.9	540	\$41	0.9%	1.0	1
M 10a-6p			\$12.00	1	1	CAPITL NWS9	0.7	401	\$17	0.7%	1.0	1
M 6p-12m			\$25.00	1	1	CAPITAL NEWS 9<	0.6	361	\$42	0.6%	1.0	1
Total			\$457.00		9		0.9	4943	\$54	6.4%	1.3	9

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
11/2016	\$457	9
Total	\$457	9

This report has been prepared using STRATA NuMath research.

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD

Cable Zones: TIME WARNER CABLE, ABTR- Troy

Signature _____

" Purchaser acknowledges that he has read and understood the attached Time Warner Cable Media Sales Terms and Condition provided and agrees to be bound thereby."